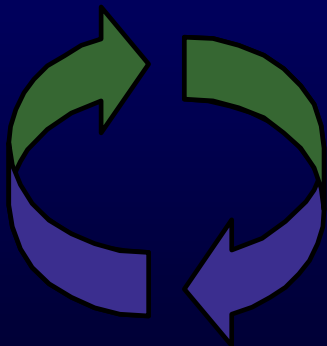


Why Local Governments Support EPR

California Integrated Waste Management Board
Producer Responsibility Workshop
June 5, 2007



Carol Misseldine, Director

California Product Stewardship Council

www.caproductstewardship.org

California Product Stewardship Council

MISSION

“To shift California’s product waste management system from one focused on government funded and ratepayer financed waste diversion to one that relies on producer responsibility in order to reduce public costs and drive improvements in product design.”

California Product Stewardship Council

STRATEGY

- Build local capacity, knowledge & relationships
- Foster unified local voice for EPR
- Work toward statewide producer responsibility solutions

California Product Stewardship Council - Participants

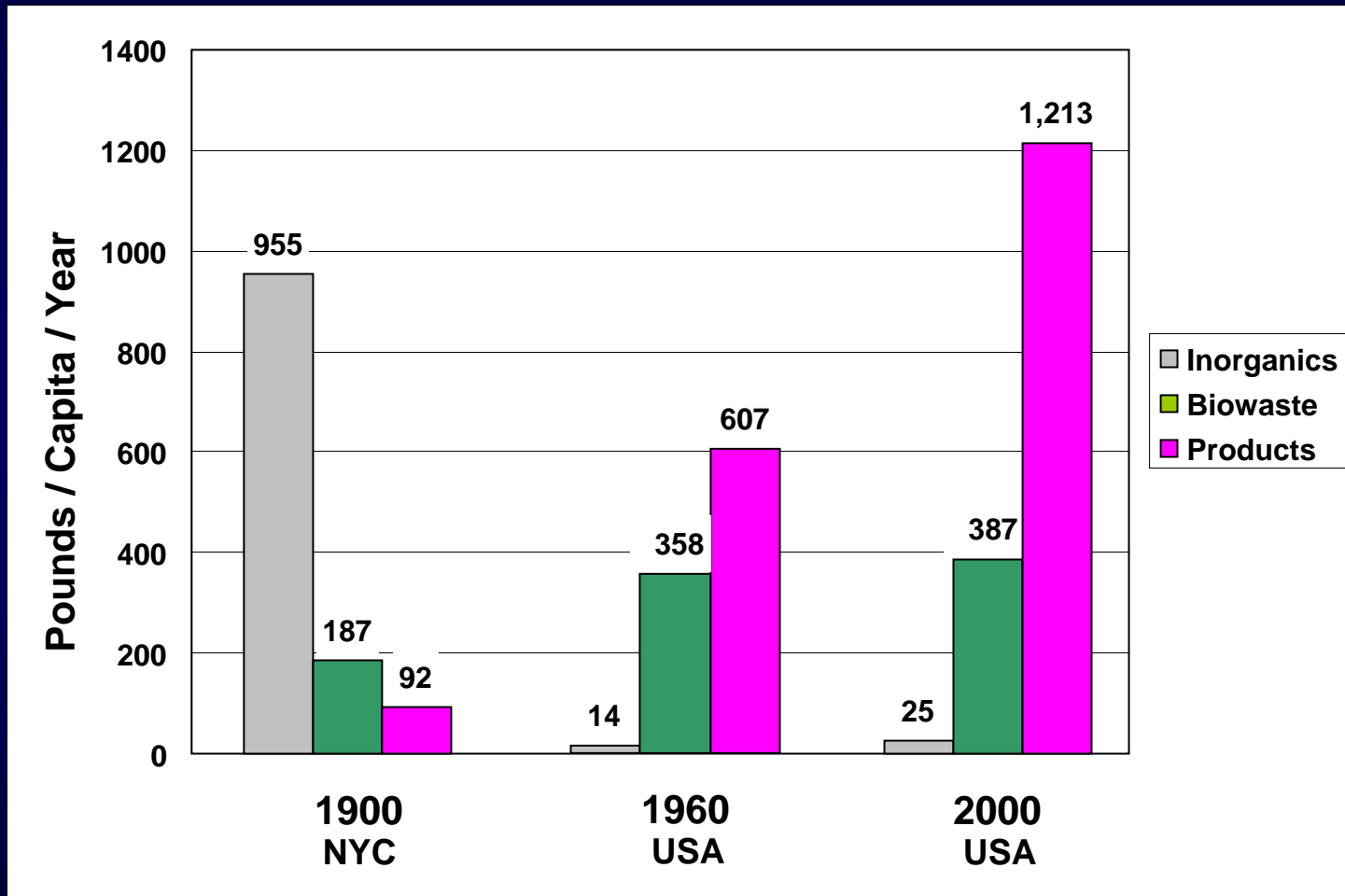
Alameda County
Burbank City
CIWMB, DTSC
Contra Costa County
Fresno City
Kern County
Los Angeles City
Los Angeles County
Marin County
Moraga City
Napa County
Oakland City
Palo Alto City
Riverside County
San Francisco City/County
San Joaquin County

San Jose City
San Mateo County
Santa Barbara County
Santa Clara County
Santa Cruz County
Santa Monica City
Simi Valley City
Sonoma County

Environmental Services JPA
of Regional Council of Rural Counties
(22 counties)

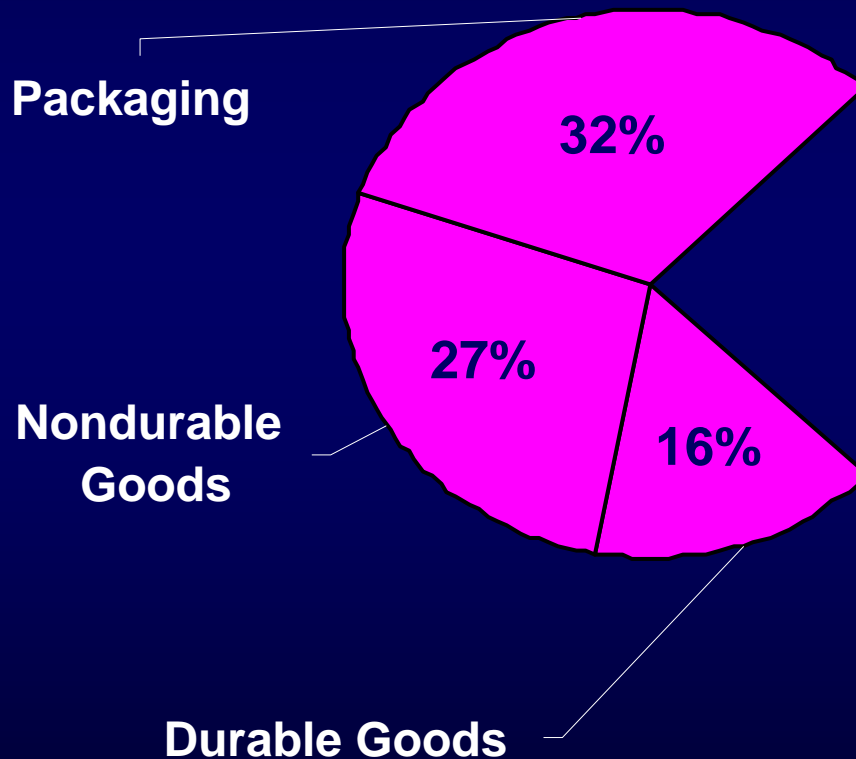
BA SW Mngmnt Agencies Assoc.
CA Reg'l Water Qual. Control Board
California Stormwater Quality Assoc.
East Bay Municipal Utility District

Waste has Changed



What's Discarded

Products: 75%



- Computers
- Other electronic goods
- Batteries
- Fluorescent lamps
- Paints
- Household pesticides
- Pharmaceuticals
- Newsprint
- Cars
- Packaging
- Beverage containers

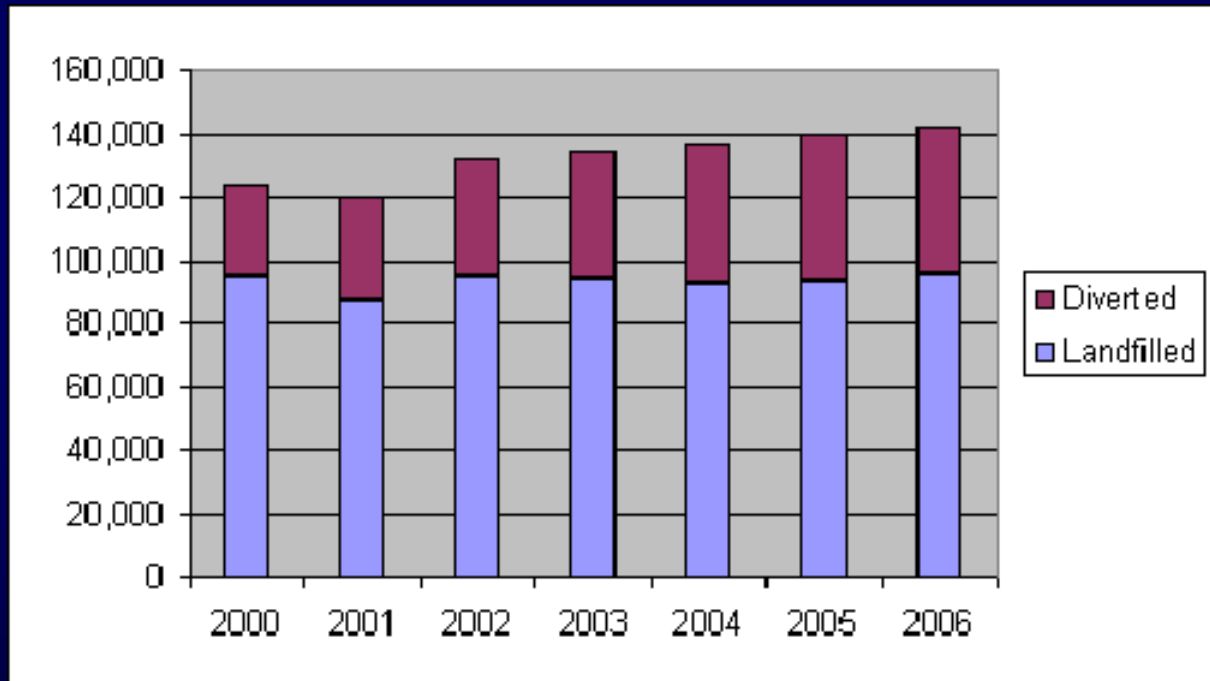
Government takes action

HHW & recycling become community services



But Waste Generation Keeps Increasing ...

Berkeley CA



Disconnected Systems

Industrial system

Waste system



Production & Distribution



Collection & Disposal

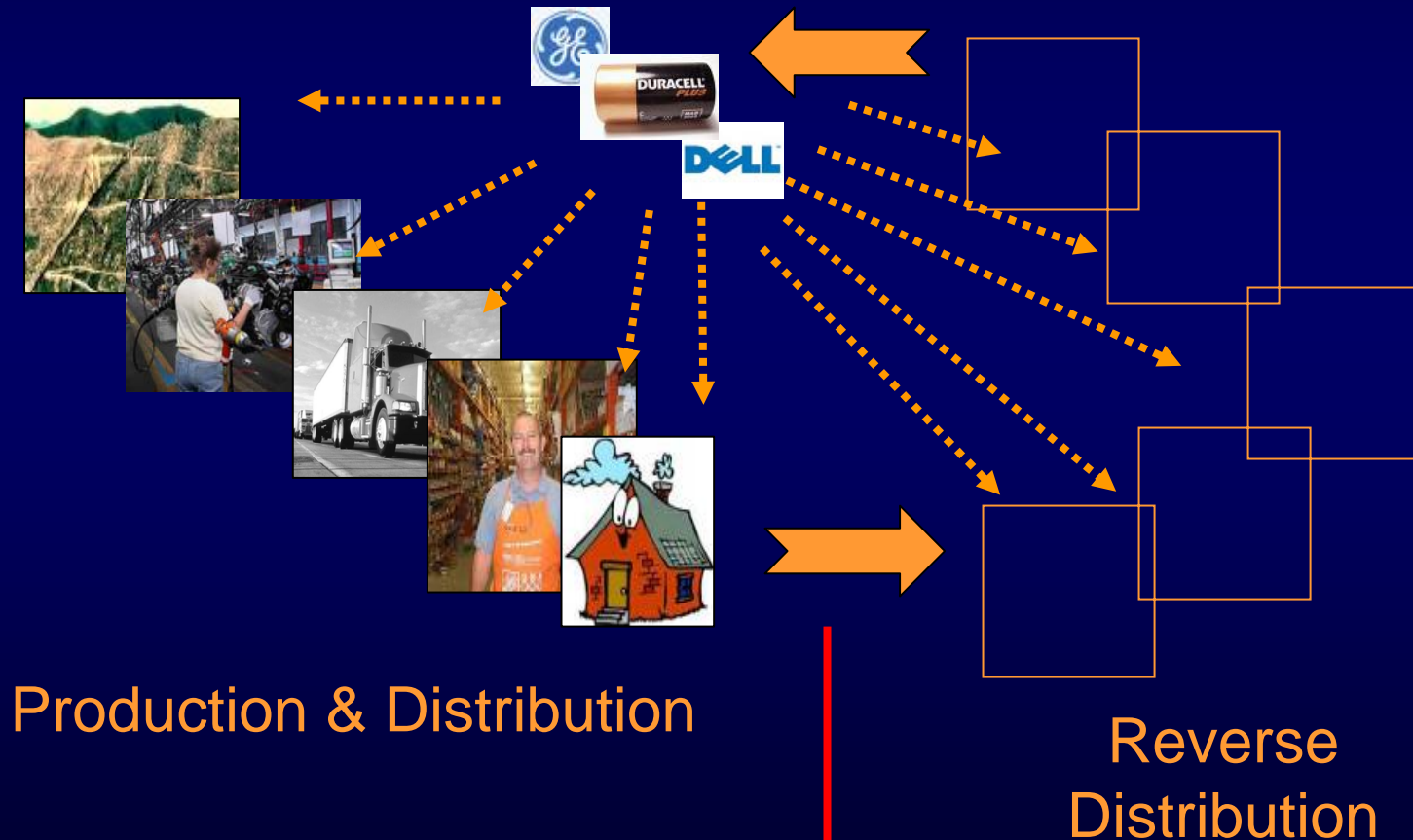
Root problem: Subsidies for waste

Public subsidies for collecting and managing wasteful and toxic products support and promote their continued production and consumption.



A Better Way: Extended Producer Responsibility

Industrial system



Principles of effective EPR

- Mandatory
- Results-based, not prescriptive
- Broad Scope
- No cost to local government
- Toxics reduction
- Competition is encouraged
- Disposal restrictions
- Transparent and accountable

Principles of *effective* EPR

Producers' Responsibility

- Design and finance collection programs
- Meet established collection goals

Government's Responsibility

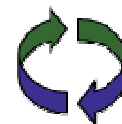
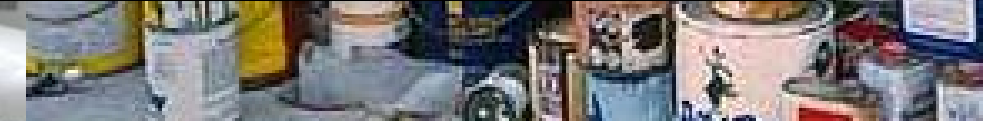
- Establish collection goals & timetables
- Establish performance standards for recyclers
- Ensure transparency via verifiable progress reports
- Establish consequences for failure to achieve goals

Local EPR Resolutions

- Regional Council of Rural Counties
(representing 30 rural counties)
- San Luis Obispo County
- Santa Clara County
- San Francisco (City and County)
- Santa Cruz (City and County)
- Oakland
- Sonoma County (Resolution and EPR plan)
- Marin County JPA
- Morgan Hill



CPSC Recommendation:
**Framework for EPR
vs. Product by Product**



California Product Stewardship Council